

Channelytics®

Developing a World Class MDF Program

Market trends and best practices in channel co-marketing programs,
management and funding models

IPED® Consulting

THE **CHANNEL** CO.™

Exploring The Best in MDF

Our Goal

To help channel marketing professionals and their senior management understand market trends and best practices in channel co-marketing programs and funding models.

What Can You Expect?

You will find a combination of “what” and “how-to” guidance, along with market analyses and trends. We’ve also included some examples of which companies are doing it right.

But First...

Let's look at what partners value in their relationship with you.

Successfully selling your products through the channel requires **more** than great technology, good margins and quality support.

Partners highly value **how easy it is** to work with you, sell your products and communicate with you.

Top 10 Valued Vendor Attributes

1. Quality & Reliability
2. Feature/Function Richness
3. Technical Innovation
4. Revenue & Profit Potential
5. Compatibility/Integration Ease
6. **Ease of Doing Business**
7. **Marketability**
8. **Communication**
9. Pre-Sales Support
10. Conflict Management



Source: CRN Annual Vendor Report Card

Engage Your Partners in Marketing Planning to Better Support Complete Solutions Selling



37% of Partners always create a **formal marketing plan** for their own business

When it comes to their vendor partners:

16% report **using a vendors' approved agency**

15% create plans **only if the vendors require them**

Outside marketing agencies and third parties help solution providers bring together multiple funding sources and vendor MDF buckets to plan and execute an integrated marketing strategy, that features the partners' differentiated value, not the manufacturers'.

Partners can benefit from your expertise and resources when it comes to marketing planning

17% **never create a marketing plan** for their business

16% have utilized an IT vendor's marketing agency to develop their plan

44% have **never engaged any outside organization** in marketing planning (in the past 12 – 18 months)

17% of **IT vendors** have provided **strategic input** to a **comprehensive marketing plan**

Source: IEPD State of Partner Marketing Study

MDF Program Structures

MDF programs come in all shapes and sizes. We will cover the following:

01 | Funding Your MDF Program

02 | Program Basics

03 | Program Structure

Marketing Engagement Models and Desires

Preferred Activities for Vendors vs. Partners

Strategic Elements and Focus

Campaigns vs. Activities

Frictionless Engagement – Tools, Templates, Content Strategies

04 | Marketing Enablement

The Opportunity to Differentiate

Partner Defined Needs and Skills

Quality and Consistency Through Enablement Tools

Leveraging Distribution Reach and Resources

05 | MDF Automation

Marketing Automation, PRM Systems, Digital Marketing Platforms

01 Understanding How MDF is Funded

There are financial guidelines regarding accounting practices to which your business is accountable - even for MDF. Each company may interpret them differently, so we encourage you to engage with your financial organization to help you better understand how they impact your MDF program.

The two accounting approaches that affect MDF are:



Operating Expense

- The payment covers a service by the partner that offers a **clear benefit to you**
- The benefit is **clearly separable from the sales** relationship
- The benefit has a “fair market value” and could be purchased **from another source**
- You have obtained **proof of performance** to reasonably estimate true costs



Contra-Revenue or Chargebacks

- Associated with a **specific customer or partner sales** transaction
- Any expense that can be construed to be **part of pricing**:
 - sales allowance
 - promotional bundles
 - returns or discounts
- **Partner driven** and designed vs. vendor-driven

01

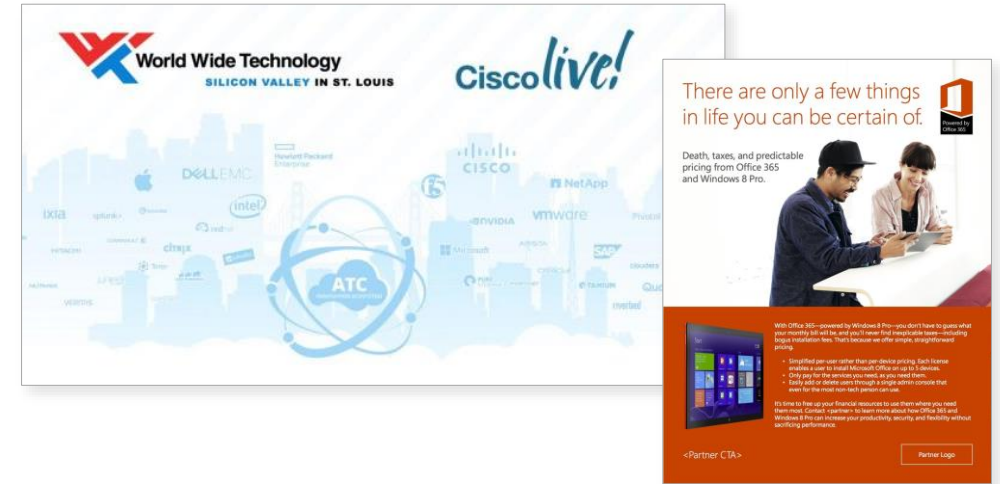
Funding Your MDF Program: From Accounting Principals to Programs

We understand that you are a marketer and not an accountant. Here are some examples of how different MDF program elements are generally accounted for under FASB and SOX guidelines.

Operating Expense Funded Activities*

Think **“Marketing”** and **“Targeting”**

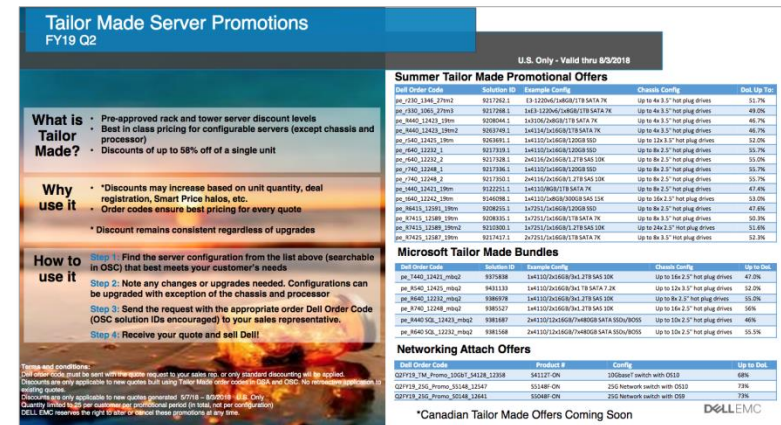
- Trade Shows & Events
- Ads & Direct Mail
- Partner Portals
- Collateral & “Market-To” Communications
- Customer List Purchases
- Telemarketing



Contra Revenue Funded Activities*

Think **“Sales”** and **“Discounts”**

- SPIFs and Sales Contests
- Training and Certification
- Special Pricing Promotions
- Funded Sales or Technical Headcount
- Discounted Demo Equipment



Always work with your Accounting or Finance teams to make sure your MDF program adheres to your company's accounting standards.

* Federal Accounting Standards Board (FASB) and Sarbanes-Oxley (SOX)

01 Funding Your MDF Program: Accruals and Proposals

Next you need to determine how MDF will be earned and through what methodology it will be earned or awarded.



Accrual

Some vendors offer allocations based on strategic products, vertical markets or solutions. More frequently we see allocations based upon qualified products that support vendor strategic initiatives.



Proposal-Based

As a standalone approach, or in conjunction with accruals, it is in your best interest to tie MDF payments to a goals-based proposal that aligns marketing campaigns and activities with both your and your partner's joint business and marketing plans.



The Tides are Shifting

Proposal-based MDF programs are today's go-to approach, but many organizations still offer marketing fund accruals (based on revenues) for strategic partner categories or to drive to accelerate the adoption of high-priority products and market initiatives.

01 Funding Your MDF Program: Key Considerations

Marketing budgets are not keeping pace with growth plans and business models.

Be sure partner engagement strategies and MDF allocations are properly aligned to your marketing priorities in order to achieve your business goals.

>68% of solutions providers don't have a formal marketing budget



Revenues are shifting to XaaS vs. on-premise models which can limit MDF allocations and access

<30% of budgets are being spent on digital marketing, which is identified as a high priority by both vendors and partners

Source: IPED State of Partner Enablement Study

01 Funding Your MDF Program: Funding Levels

How much is enough?

How Much Should I
Allocate to my MDF Fund?

A good rule of thumb is
~3% of total partner sales.

How to Manage the Overall Funds?

MDF funding ranges from .25% – 5% of total product or services sell-through. This varies based upon each vendor, their business stage, products/services, and partner size or maturity level.

The more effort it takes to sell your products and solutions, or the newer you are to the channel, the more funding you'll need.

Earning is not spending. While some companies still allow top partners to accrue MDF as a program benefit, it typically requires they participate in some sort of planning and proposal process to gain access.

01 Funding Your MDF Program: Eligible Partners

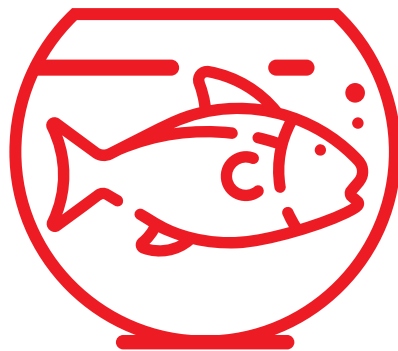
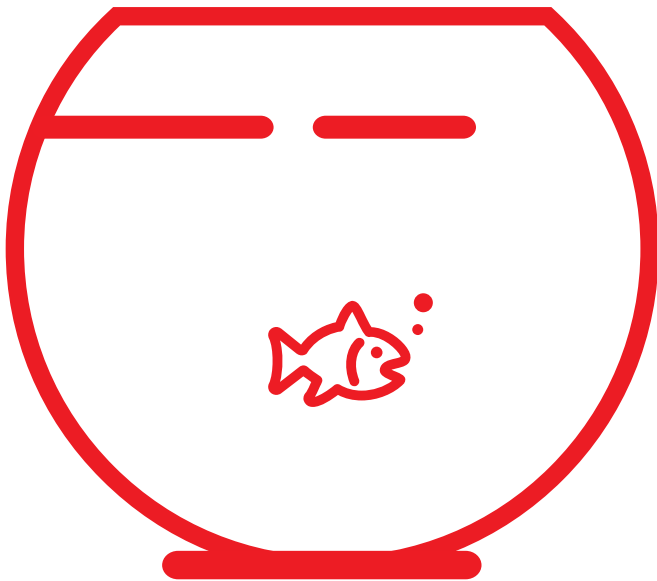
Who should be eligible to receive MDF?

Achieving balance between your larger, established partners and your high-growth or strategic new partners is critical

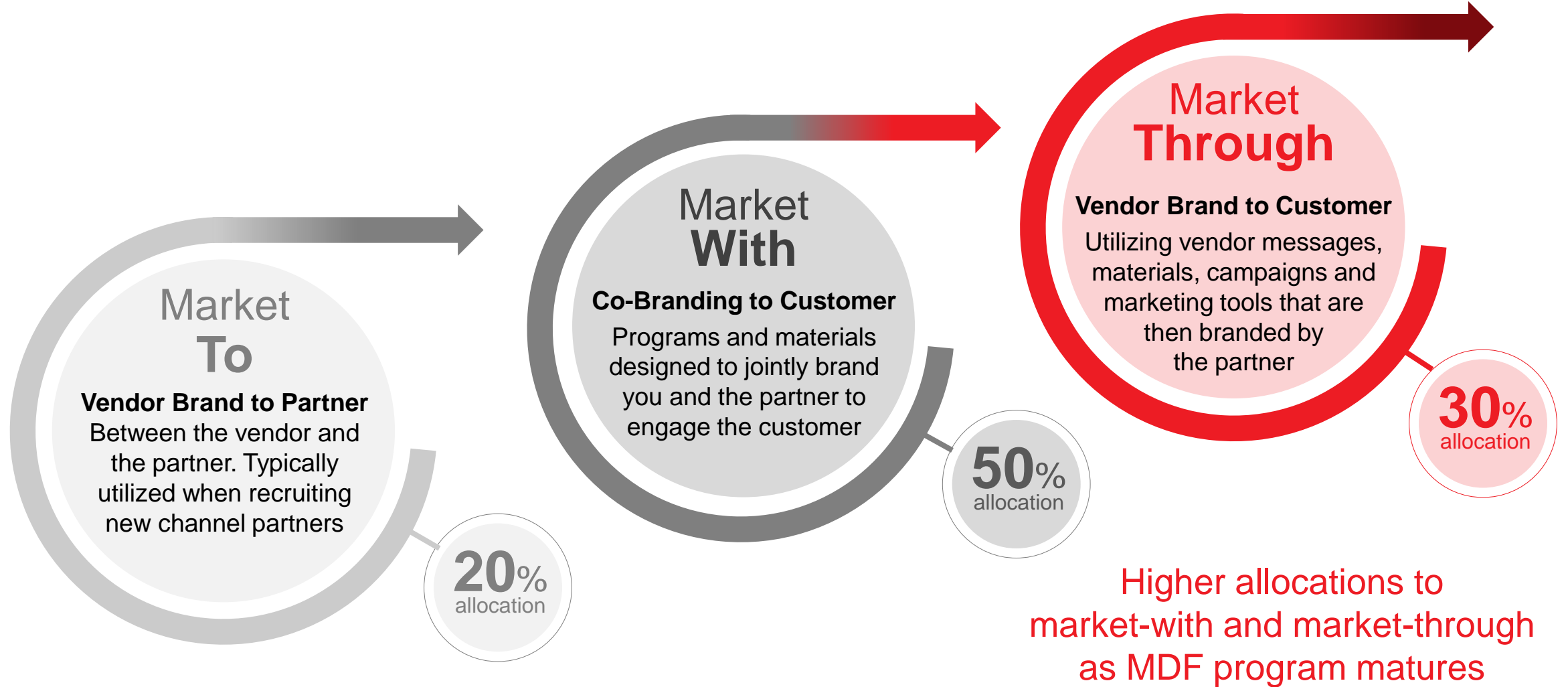
How Much Goes to Each Partner?

Balancing Big with Strategic

MDF funds are most often focused on collaborative demand generation programs with the partner. Funds should benefit *all partners with a reasonable marketing plan* and the *skills to execute* it. Balancing fund allocation between large & mature partners with smaller, but high-growth partners creates a solid balance.



Funding Your MDF Program: Maturity Drives Model Mix



02

Program Basics

Program Musts

Content is king – Good collateral helps your partners sell

- Organize your library with digital access
- Automate content co-branding
- Feature white papers/use cases that solve business problems

Communicate regularly

- Programs: details, resources & utilization tips
- News: products, campaigns, corporate
- Skills Building: solutions selling, digital marketing trends, training schedules

Simplify engagement processes

- MDF submissions & approvals
- Content access and customization
- Training access and reimbursement

Which Vendors Are Doing the Basics Well?

(based on partner anecdotal data)

Overall Communication

- #1 Microsoft
- #2 Cisco
- #3 Dell/EMC

Co-Marketing Support

- #1 Microsoft
- #2 Datto
- #3 Dell/EMC, HP/HPE, Lenovo (tie)

Sharing Sales & Marketing Content

- #1 Microsoft, Cisco
- #2 Datto, Dell (tie)
- #3 HP/HPE, Intel (tie)

Co-Marketing Funding

- #1 Microsoft, HP/HPE (tie)
- #2 Datto, Lenovo
- #3 Intel

NEARLY **2/3** of partners ranked **access to product collateral** from vendors as the most important resource

59% ranked access to digital content like **white papers and blogs delivered via social media** most important

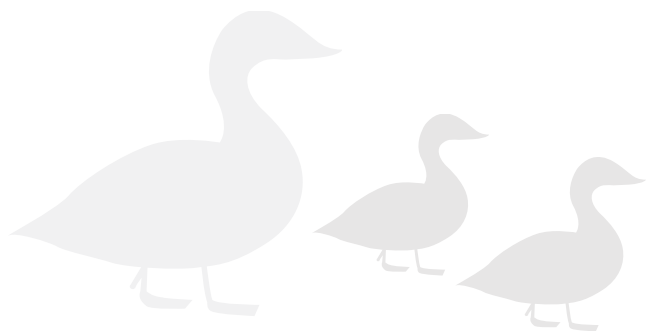
Source: IPED State of Partner Enablement study (N = 150)

02

Program Basics: Planning, Proposals, Approvals & Accounting

Get your MDF ducks in a row. Before your partners can successfully market, you must have your processes and systems in place.

They are critical to efficiently and accurately manage campaigns.



1 **Planning.** Planning can include the Channel Account Manager, the Channel Marketing Manager, or both. It may be annual, bi-annual or quarterly. **Quarterly is best**, but resource constraints may limit frequency.

2 **Proposal Submission.** Templates simplify submissions for both you and your partners. Even better – **get automated.** PRM & Through Channel Marketing Automation (TCMA) systems are great for you and your partners.

3 **Proposal Approval.** **Have clear rules of engagement** with partners—and internally. Identify “pre-approved” campaigns, materials, content and marketing execution partners & escalation paths.

4 **MDF Accounting.** **Balance your MDF checkbook.** Keep running totals of budgets vs. expenditures by partner, region and/or product line. *Know exactly what is available, what is pending and what is closed.*

02 Program Basics: Strategically Utilizing your Funds

The industry is moving towards more accountability

MDF should be considered a business tool rather than a channel entitlement. The days of entitlement programs with marketing plan development are gone.

Planning wins the day

Always require your partners to submit a plan to meet your joint goals before approving and releasing any funds.

Consider being more prescriptive

Identify those activities you value most and incentivize or require funds be spent accordingly.

“

Lenovo is committed to helping our partners achieve results”, says Cato. “That means we must help guide them towards spending their MDF dollars on things that matter the most.”

Lenovo’s MDF planning process ensures that partners know what is a priority in any given period and what percent of their funds may be used to support various marketing campaigns or marketing and sales enablement activities.”



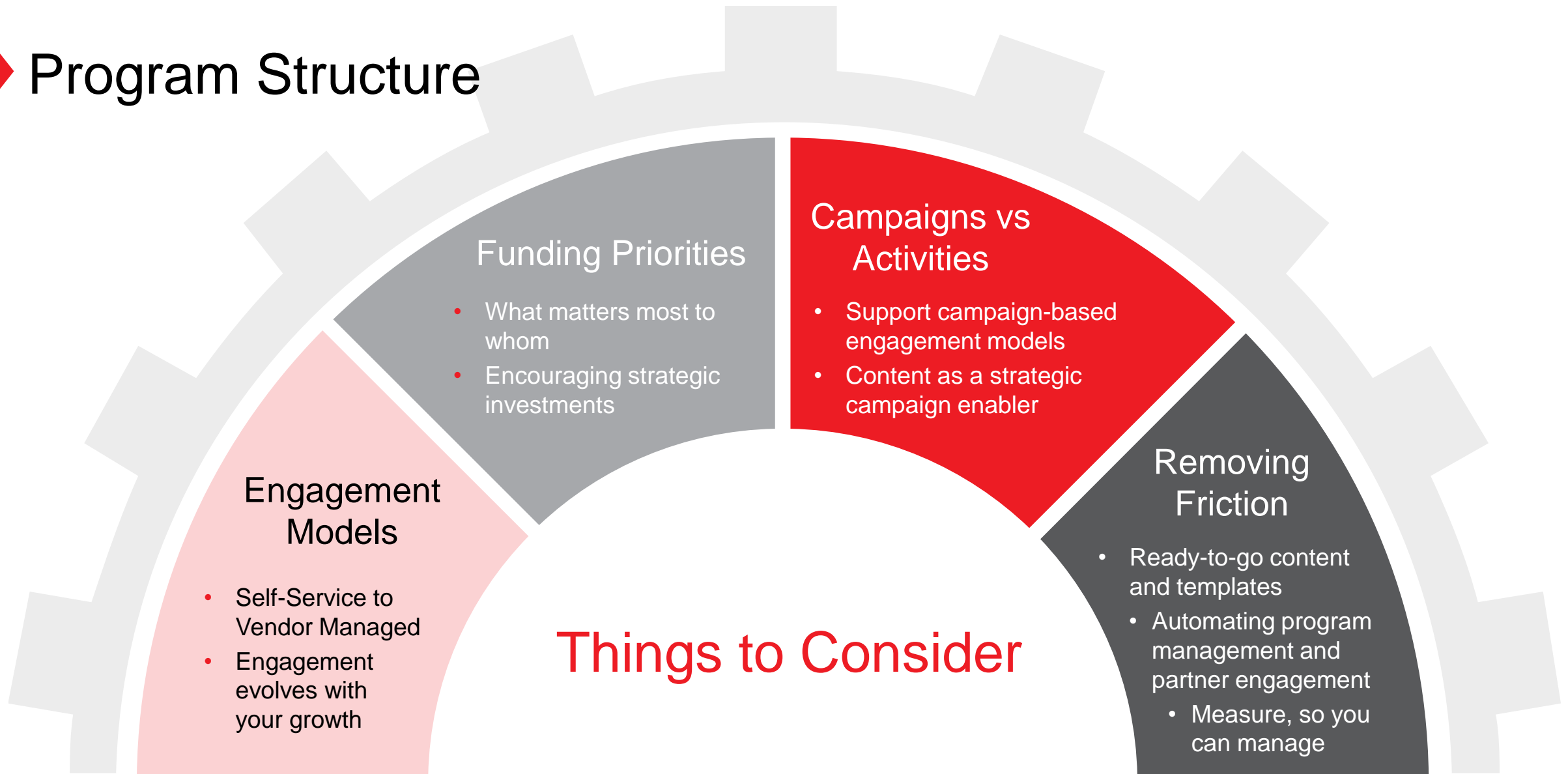
Rob Cato

Executive Director,
NA Channels

Lenovo

Lenovo

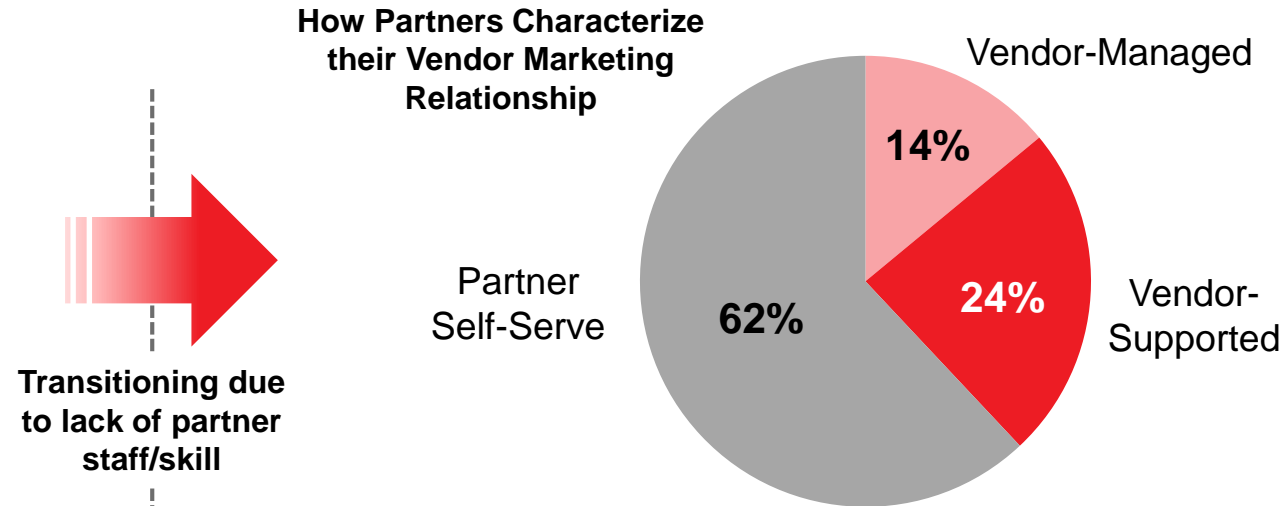
03 Program Structure



03 Program Structure: Marketing Engagement Models and Desires

Self-serve model shifts to vendor-supported/managed

Greater Engagement Means Greater Results. Self-serve model still dominates partner/vendor marketing engagement for smaller partners, but marketing skills are lacking here.



Partner Self-Serve

Templated materials and content available for partners to customize & create campaigns around. No other vendor engagement or role.



Vendor-Supported

Vendor supports partner planning, or materials and/or execution through a referral network of marketing agencies. Partner leads planning & execution

Vendor-Managed

Vendor and/or partner materials, managed as a complete campaign on an ongoing basis, with vendor leading execution on behalf of partner.

Source: IPED State of Partner Marketing Study

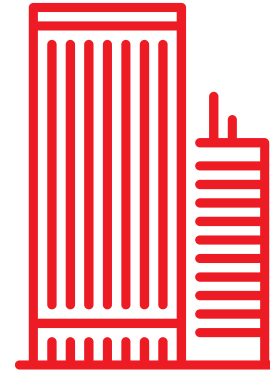
03 Program Structure: Marketing Engagement Models and Desires

Key Trends



For Smaller Partners

Self-serve model still dominates partner/vendor marketing engagement, but marketing skills are lacking here.



For Larger & High-Growth Partners

Shift under way to **vendor-managed or vendor-supported** underway.

Source: IPED State of Partner Enablement study

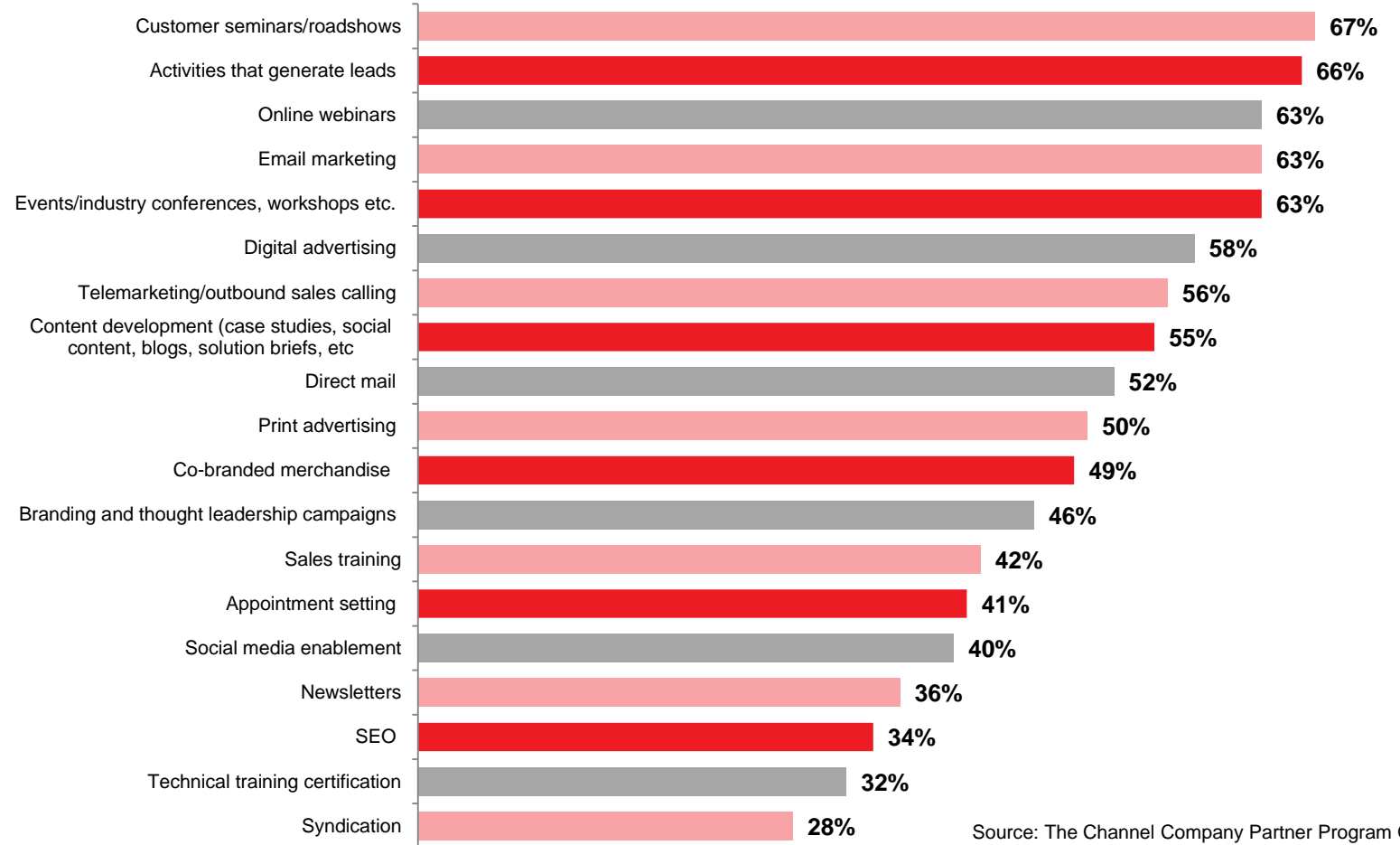
03

Program Structure: Common MDF Program Elements

Your primary role in building an MDF program is to effectively demonstrate your value to channel partners and create (or help your partners create) customer demand for your products, typically delivered within their offered solution sets.

Be sure to cover the basics, including digital, before funding sales and technical leaning activities.

Vendor Reimbursable MDF Activities



Source: The Channel Company Partner Program Guide

03 Program Structure: What is Funded and What is Valued

Getting on the same page. Not everyone funds the same things through MDF. You and your partners may also value different things. It's important understand the difference between value, preference and habit. Set clear expectations with partners for what does and does not qualify for funding under your program.

Commonly Funded

- P** **V** Co-Marketing Support
- V** Ready-to-Go-Campaigns
- P** Co-Marketing Events
- Communications Programs
- Content Access/Curation (new)
- Digital Marketing (new)
 - Ads, Banners, SEO, Social Media
- Print Advertising/Collateral

Alternative Uses of MDF

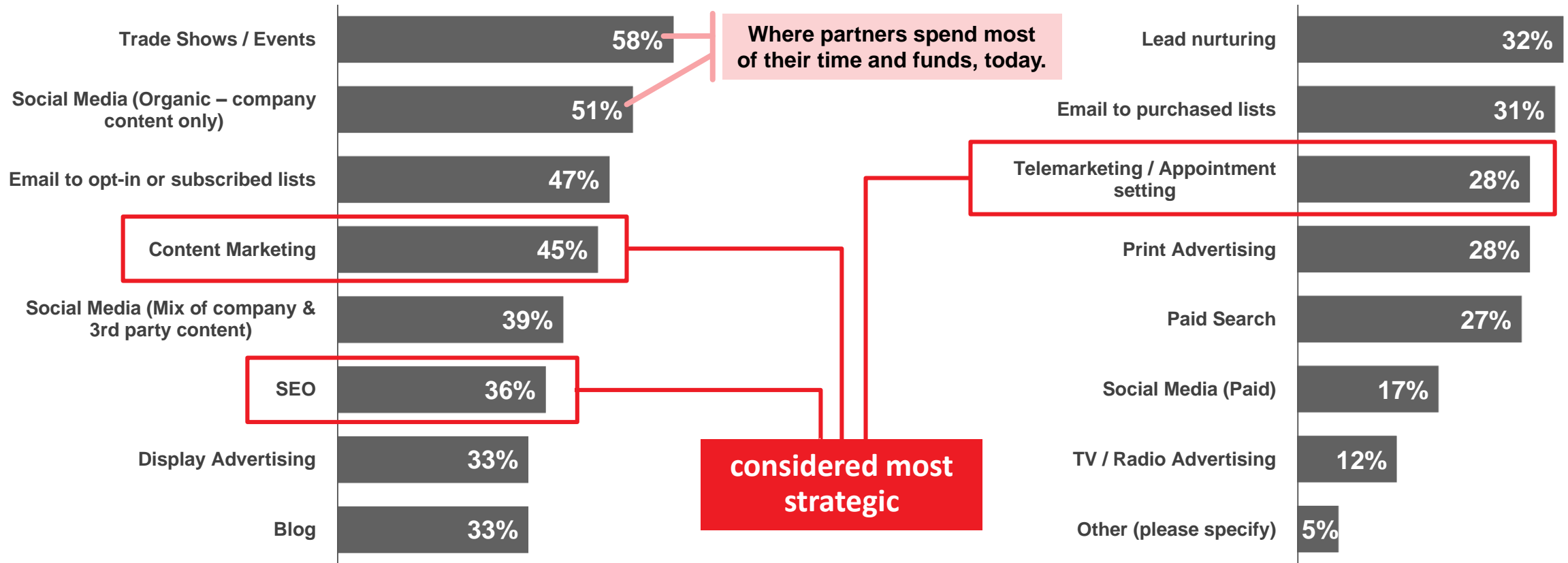
- P** Onboarding
- P** **V** Product Champions (funded headcount)
- Sales Training
- P** Technical Training & Certification
- Technical Pre- and Post-Sales Support
- Sales Incentives (SPIFS)
- Building out a datacenter or Center of Excellence

- P** Partner Favorite
- V** Vendor Favorite

Utilization of MDF funds for sales enablement activities is on the rise, but not yet covered by many MDF programs

03 Program Structure: Focus on What is Most Strategic

Old habits die hard. Content marketing, SEO and telemarketing are considered by partners to be the most strategic marketing activities but trade shows, events and social media visibility are still the most commonly utilized.



Source: IPED State of Partner Marketing Study

03 Program Structure: Encourage Strategic Spending

Help Your Partners Make Better Marketing Decisions

68% of partners spend the **most time** and money on trade shows & events

But the top 3 **most important** marketing activities ranked by partners are...

64% SEO

62% Content Marketing

60% Telemarketing

What Partners Need:

- Strong margins. Help them sell **service-rich solutions**, not just your product or standalone service.
- Many partners lack marketing knowledge. **Train and certify** them in marketing skills.
- Many partners lack skilled marketing staff. Consider **market-through** strategies, content and tools.
- An easy way to submit requests or get approval from vendor's programs. **Automate engagement**.



Simplify your processes, help partners learn new marketing skills, show them the ROI, and always remember their business model.

Source: IPED State of Partner Marketing Study

03 Program Structure: Campaigns vs. Activities

marketing campaign

1. A series of coordinated activities designed to help market a product or service.

Collins English Dictionary

MDF funded campaigns should be emphasized and approved over individual marketing activities.

Coordinate partner campaigns to piggyback on your corporate campaigns. This reinforces your marketing strategy while improving partner marketing effectiveness and campaign ROI.

INTRODUCTION Why Participate?

Zero Cost
HPI is completely funding the program for you to help you drive sales.

5 Minutes
Our program only requires a couple minutes of your time each month.

Impress Customers
Stay top of mind with your customers so the next time they have IT needs, they think of you.

Great Content
We craft topical articles each month to engage your subscribers. We also feature offers from HPI for them to take advantage of.

Grow Business
Generate more leads and increase product sales.

INTRODUCTION HPI FUNDED MARKETING PROGRAM FOR SELECT HPI PARTNERS

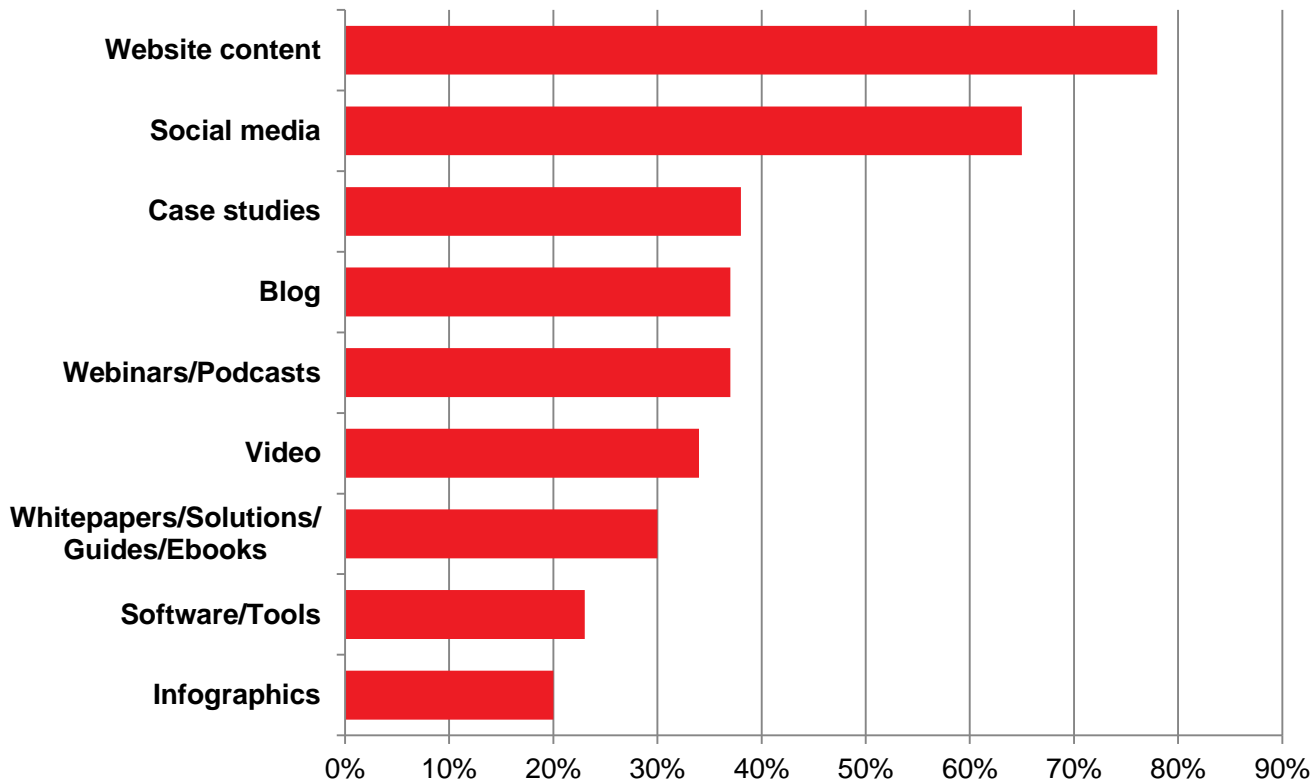
INTRODUCTION Lead Generation

We use a combination of action emails and telemarketing to deliver leads to participating partners.

You will also be rewarded for sharing your HPI sales results with our Gift Card Incentive Program.

03 Program Structure: Getting Social with Campaigns vs. Presence

Most partners focus on a free digital presence
(website, basic social media presence with static content)



Source: IPED State of Partner Marketing Study



Top-Tier vendors build thought leadership through strategic planning and funding (writing, infographics, video, blogs, campaign coordination)

Consider Content Sharing and Social Media Funding to Ensure Partner Alignment with Your Campaigns

- ✓ **Paid** vs. Organic SEO
- ✓ **Content Campaigns** vs Content Posting
- ✓ **Strategic Content** vs. Linked Content
- ✓ **Thought Leadership** vs. Static Presence

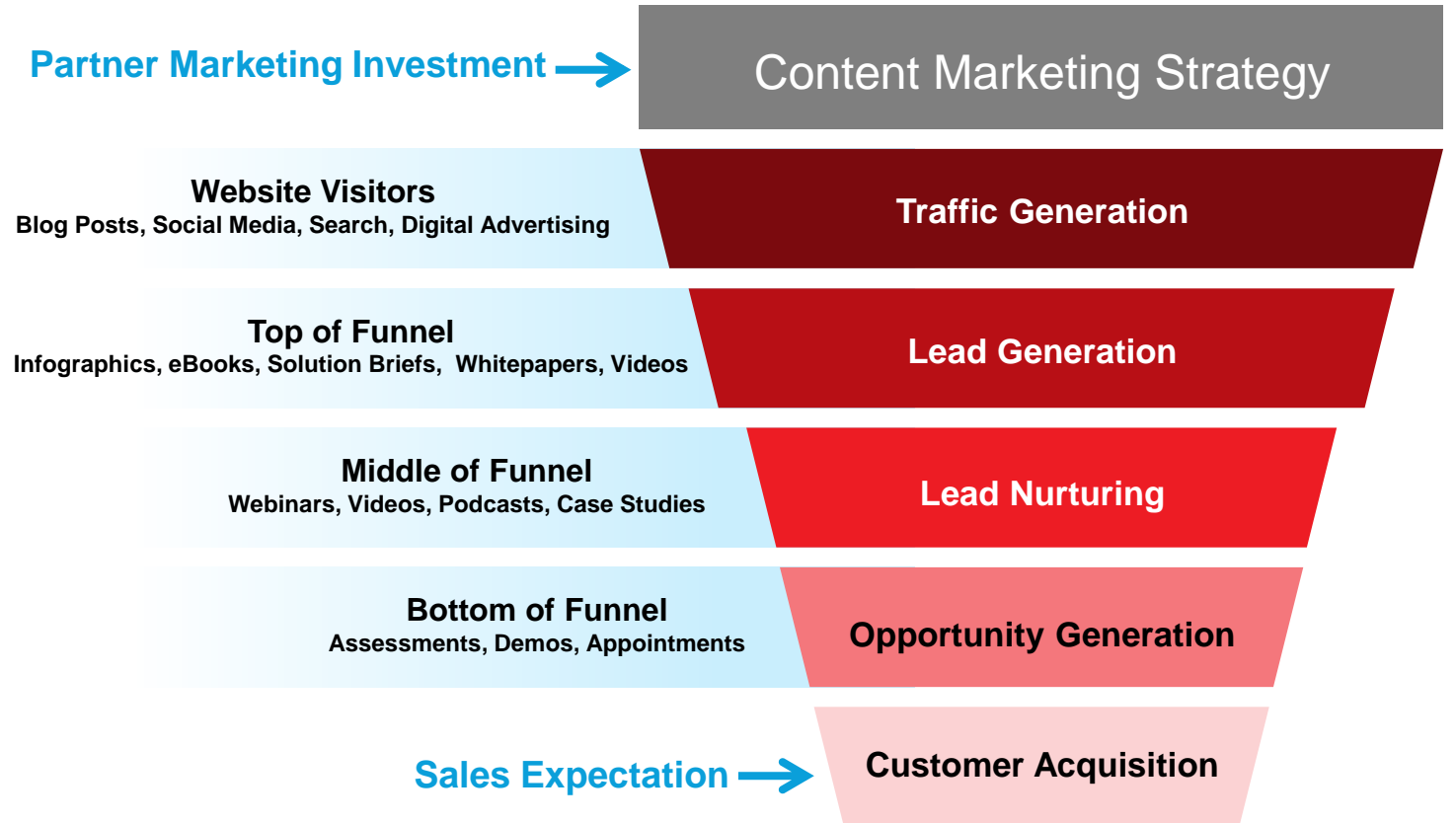
03 Program Structure: Good Content Drives Sustainable Campaigns

Get the biggest bang for your buck. The goal of marketing is to drive sales.

Your partners understand the sales funnel concept. Many don't realize that marketing is involved in the top (TOFU), middle (MOFU) and bottom (BOFU) of the sales funnel.

Good marketing content, whether digital or print, is critical to achieving sustainable marketing campaigns that identify, nurture and generate qualified leads for sales.

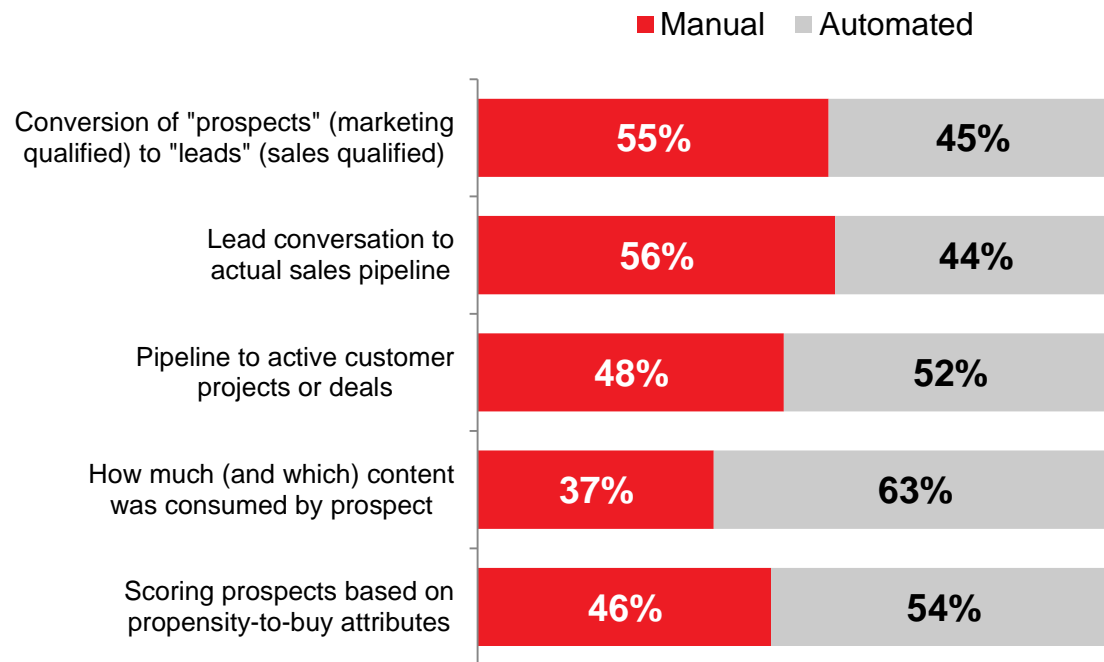
Remove barriers to execution and optimize MDF utilization by providing partners with campaign schedules, content and messaging for every stage of the funnel.



03 Program Structure: Manage What you Measure

Measure the right things. Effective marketing generates prospects and qualified leads. Effective sales closes customers. You need to measure them both.

Lead Nurturing Automation Methods



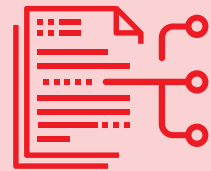
Choose **marketing automation tools** that give you complete oversight to marketing, engagement and leads, not just sales conversions.

- **84%** have no marketing automation system
- Lead Nurturing is the **#1** marketing use model, yet **>50%** of partners **have no lead nurturing** system or process (manual or automated)
- About **50%** of those that do track lead conversions do so **manually**
- **33%** of partners want vendor marketing automation assistance

Source: IPED State of Partner Marketing Study

03 Program Structure: Tools and Templates

Enabling partners to self-serve for basic content and program functionality saves time, saves money and ensures your brand consistency across the channel.



Content Syndication

- Enables scalable and low-touch digital marketing
- Lets you measure content utilization
- Access to complementary products for solutions selling



Pre-Constructed Content

- Ensures messaging consistency
- Pre-approved for MDF coverage
- Removes barriers to social media campaigns



Templates

- White paper layouts by solution, industry or audience
- Campaign content and schedules
- Copy blocks for blogs, posts and announcements

03 Program Structure: Partner Portals Evolve to Marketing Platforms




Content Syndication

Syndication Done Right

- Tagged (impact/duplication)
- Measured
- Partner/Customer Relevant

COMCAST BUSINESS NUTANIX™

All use 3rd party syndication tools



Pre-Constructed Content

Social Media, Simplified

- Product or positioning text blocks
- Social media posts
- White papers

Lenovo imperva

All use 3rd party enablement software



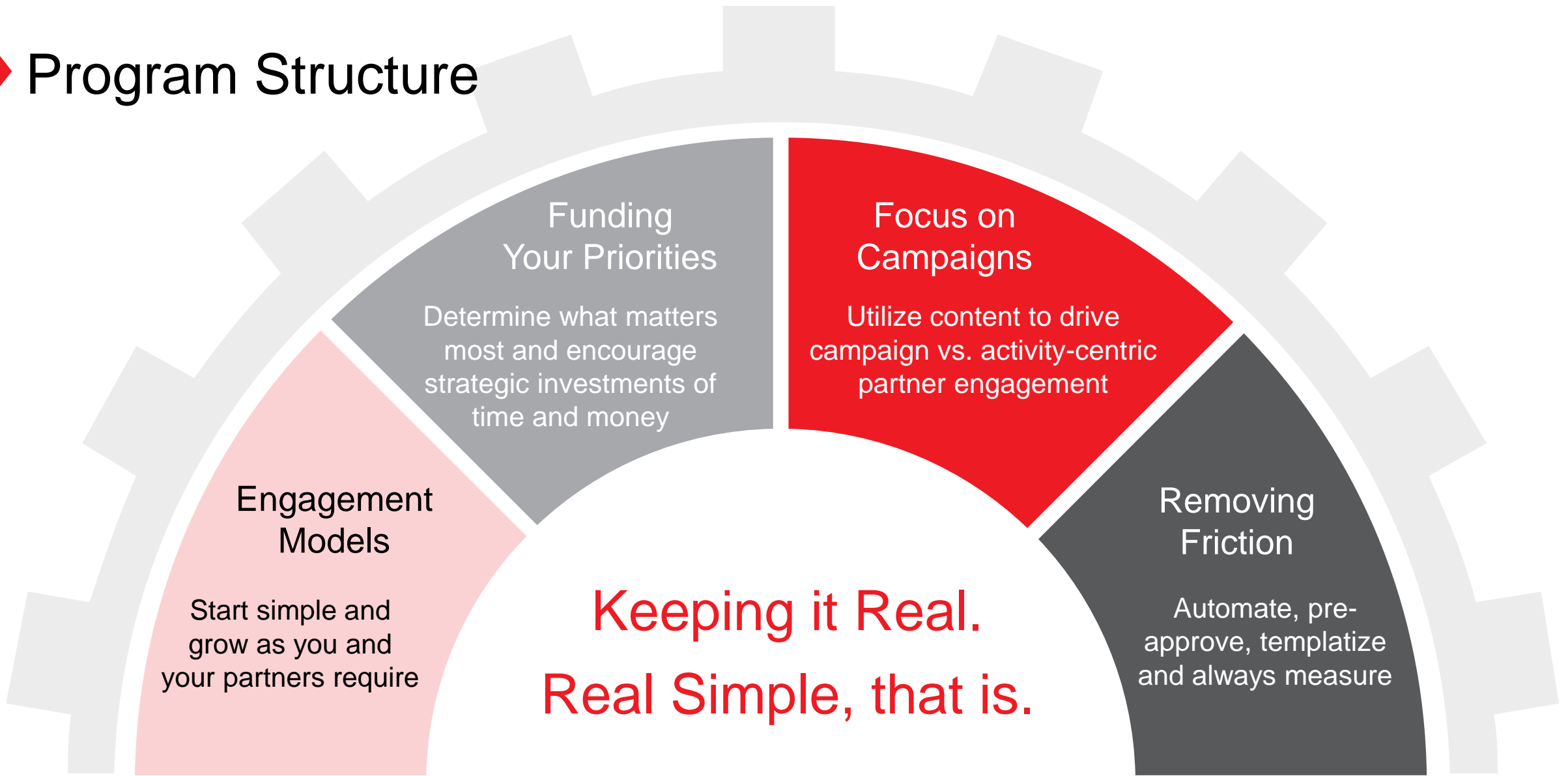
Templates

Titans of Templates

- Use case templates
- Presentation templates
- Proposal generators

f5 CISCO

03 Program Structure



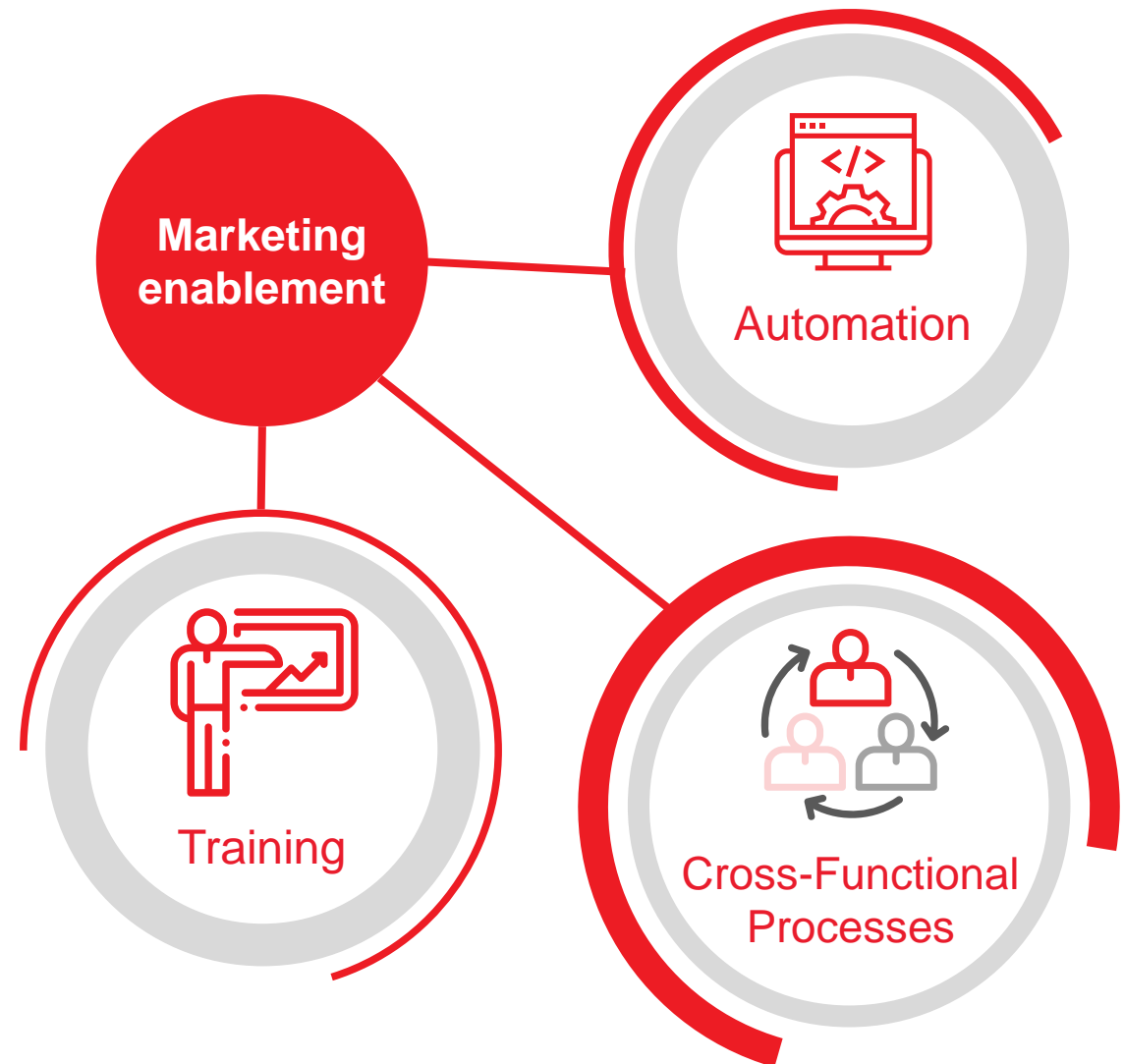
04 Marketing Enablement

Marketing enablement is the basis for how marketing executes upon your company strategy.

Your marketing strategy, once defined, must support the company strategy. Marketing enablement is key to operationalizing your strategy for both your team and your partners.

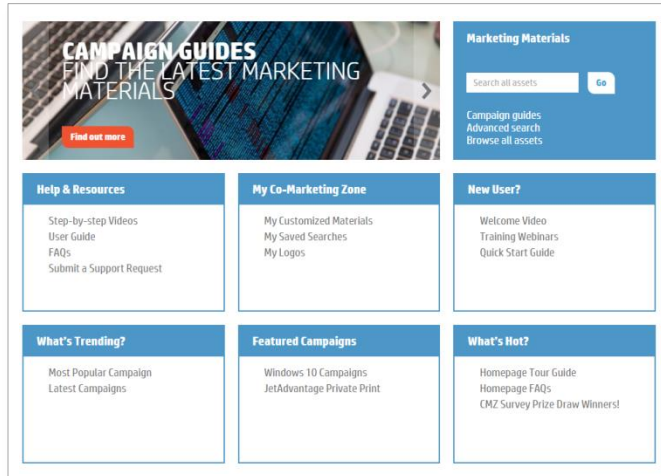
What's Required?

- Holistic training and knowledge acquisition
- Identification (or creation) and execution of cross-functional processes
- The ability to drive and measure business results through optimized marketing automation



04

Marketing Enablement: Aim for High Impact and Low Complexity

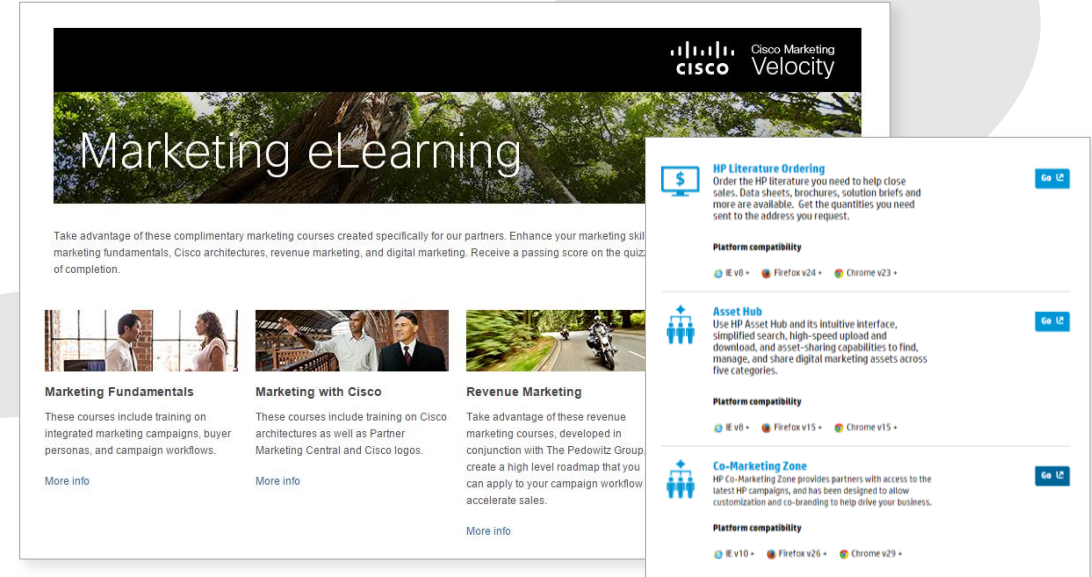


The Basics

- Consistent, meaningful communication and content
- Tools that make it easy for partners to execute campaigns
- Simple processes for MDF program planning, engagement, approvals and ROI reporting

Next Generation Marketing Enablement

- Marketing Skills Development
- Marketing Automation
 - Market To
 - Market With
 - Market Through



04 Marketing Enablement: Focus on Skills Building and Automation

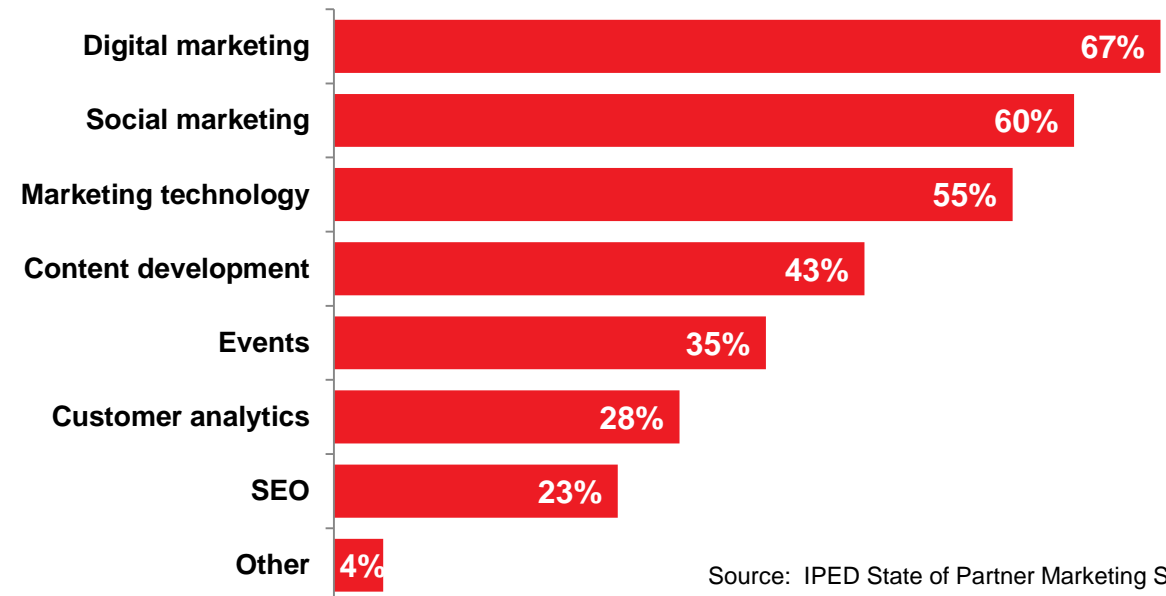
Focus on high ROI skills. All but the largest partners have gaps in or lack marketing resources and/or skills. Help them succeed at marketing and sales.

The most desired skills are:

- Digital Marketing
- Social Marketing
- Marketing Technology
- Content Development

Automate the process. The best skills building programs are built upon learning management systems (LMS) that allow you to deliver training curriculum, track progress and automate testing.

Skills Desired in New Marketing Employees



New marketing staff needs digital skills

Training New Talent. Solution providers are planning to hire new marketing talent. They need vendor training & tools for digital marketing techniques and best practices.

04 Marketing Enablement: Ensure Quality, Consistency and Results

Execution.

Where the rubber meets the road.

Your partners are good at solutions building and deployment. They are typically not marketing experts. Even with a great marketing strategy that you help to build, they likely lack the skills or resources for first-class execution.

The best MDF programs enable partners to succeed, regardless of these realities.

Enablement Elements of your MDF Program



Content

- Campaign materials
- Call guides
- Customer presentations
- Video
- Web banners
- White papers
- Case studies
- Copy blocks
- Landing pages
- Infographics



Skills Building

- Digital Marketing Skills
- ROI Analysis Skills
- Tool Proficiency



Automation

- Partner Portals
- Lead Management processes
- Execution Management

Source: IEPD State of Partner Marketing Study

04 Marketing Enablement: Operationalize Your Expertise

It's all about know-how
and the right tools.

Best in class companies cover the basics and go beyond to support cutting edge marketing strategies, content and tools.

- Hire good people
- Build good strategies
- Develop good training
- Utilize good automation

Next Generation Marketing Enablement

datto

CISCO



**Content, training,
campaign management
and automation**



**Training, certification and
digital marketing platform,
tools and support**

04 Marketing Enablement: Leveraging Your Distributors

Cover the Basics

- **Funding.** A portion of your MDF dollars should be earmarked for distributors. These will likely be proposal based. They can also pass down and administer a portion of your MDF to partners they serve on your behalf, adhering to your funding and ROI requirements.
- **Foundational Marketing Support.** Distributors have baseline programs they expect their vendors to fund that sustain ongoing visibility & partner growth.
- **Solutions Marketing.** Distributors are uniquely positioned to promote multi-vendor solutions through the channel.

Leverage Distributor Infrastructure

- **Content Curation.** Your content can be delivered within the scope of a complete business IT solution.
- **Marketing Enablement.** Partners are more willing to "plan" when they don't have a single vendor pushing for their brand dominance over the partner's.
- **Marketing Agency Services** – both the distributors' own teams and those they engage as third parties, locally

MEMBERSHIP HAS BENEFITS
MARKETING OPPORTUNITIES FOR INGRAM MICRO LINK MEMBERS

[CLICK TO LEARN MORE!](#)

Welcome to Ingram Micro Partner Marketing Program
This program is designed to help re-sellers generate demand and accelerate the sales process for vendor products / solutions using modern tools and end-customer focused content.

<p>Demand Generation Generate demand with modern marketing tools and ready-made content library.</p> <ul style="list-style-type: none"> • Email Marketing • Social Syndication • Website Content Syndication • Lead Management Portal 	<p>Sales Acceleration Faster conversion of leads to sales orders with sales tools and customer-ready content.</p> <ul style="list-style-type: none"> • Customer Ready Sales Content • Sales MS Outlook Addin + Email Tracking • Proposal Builder - MS Word Addin • Mobile App - Sales Content on the Go
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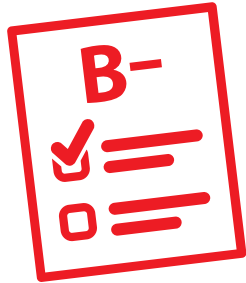
Tech Data resellerCONNECT

YOUR TDAGENCY SERVICES CASE STUDIES RESOURCES CONTACT

<p>Lead Generation Make sure your sales reps meet with folks who're chomping at the bit for their call, ergo crushing their close ratios.</p> <p>View More</p>	<p>Creative Services We focus on what you alone can bring to the party and breathe new life into your story.</p> <p>View More</p>	<p>Web & E-marketing Maximize every megapixel of your online presence to make it easy for your customers to buy.</p> <p>View More</p>	<p>Events Management The show must go on--and nothing stumps our top-notch Event team when it comes to managing every detail.</p> <p>View More</p>
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40%
of partners value **distributor enablement efforts** over vendors' efforts.

04 Marketing Enablement: An Untapped Opportunity



Room for Improvement

Only 6 vendors in our 2018 Annual Report Card survey scored more than 80 points out of 100 for partner marketing support.



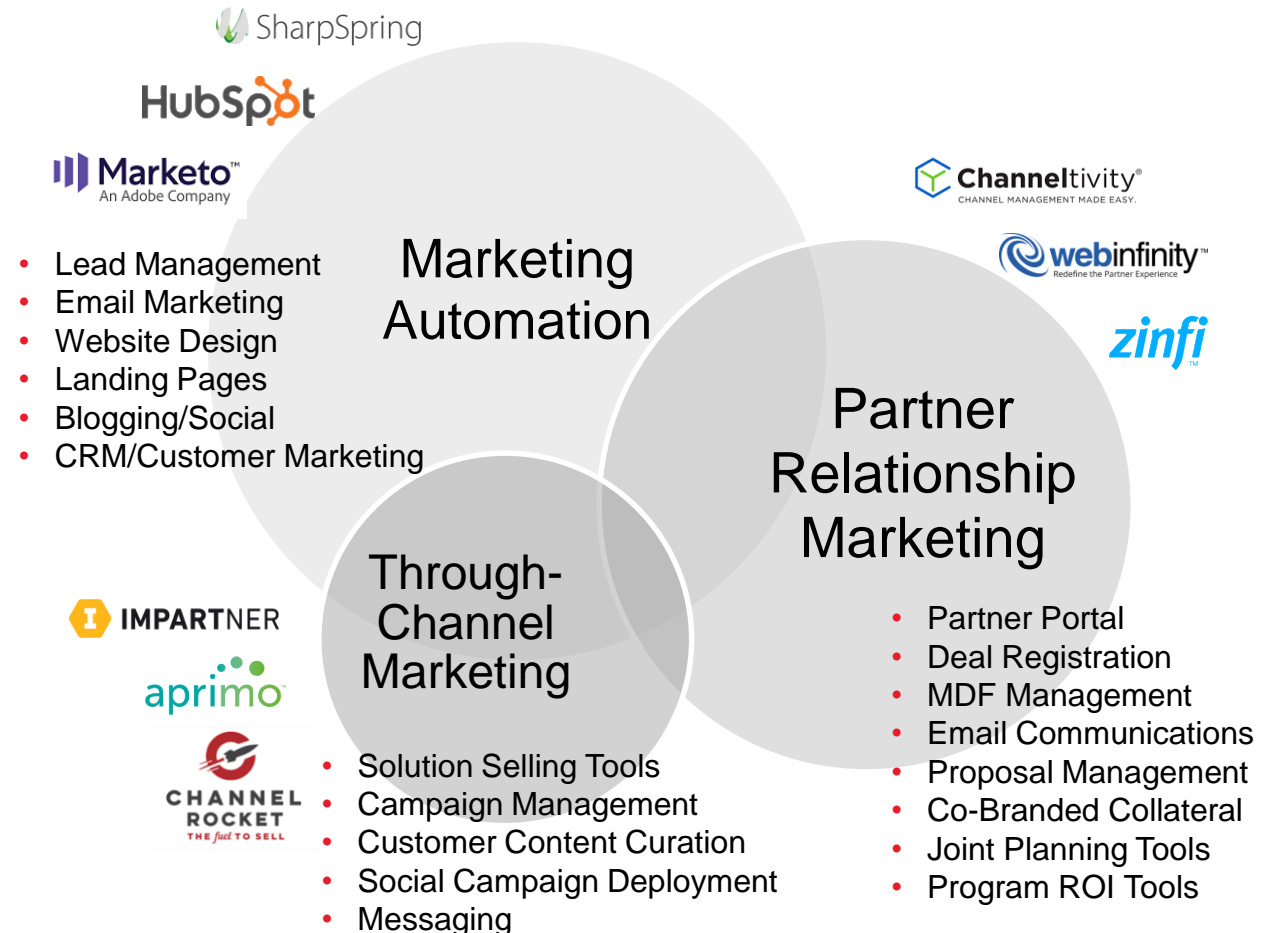
- Simplify processes
- Provide marketing skills development
- Consistent, meaningful communication
- Automate program management
- Automate program execution
- Leverage distribution resources

05 MDF Automation

There are three main types of marketing automation. Some solutions are modular and include overlapping functionality and others focus on one or two key areas.

- 1) **Marketing Automation (MA)**
 - Simplify lead management and nurturing
 - Curate content
 - May include content, campaign and partner management functionality
- 2) **Partner Relationship Management (PRM)**
 - Simplify program administration
 - Improve communications & accountability
- 3) **Through Channel Marketing (TCMA)**
 - Control brand and message consistency
 - Partners amplify to their customers

Key Functionality and Marketing Automation Vendor Examples



05 MDF Automation: It's What Partners Want...and Need

Marketing automation is the most frequent vendor marketing assistance request from partners. Automation, along with MDF program complexity remain the top barriers to success.

Tracking Marketing ROI

While most partners do not use automation, most track lead conversions and the number of prospects in the pipeline.



ROI Reporting

- Required by most vendors for reimbursement
- Considered complex by most partners

50% Partners who **manually track** leads

84% Partners with **no automation** tools

Source: IPED State of Partner Enablement Study



Automation tools allow you to...

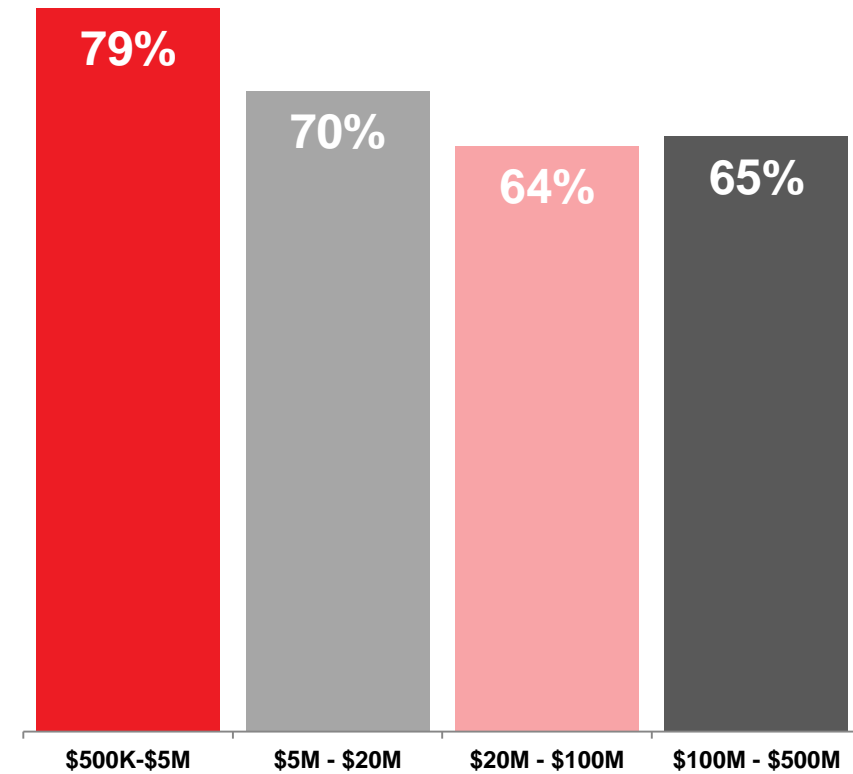
- Optimize fund and resource utilization
- Improve lead management oversight
- Simplify program administration
- Simplify ROI reporting
- Improve partner knowledge
- Scale and amplify your reach
- Manage brand and message consistency

05 MDF Automation: Nurturing Your and Your Partners' Bottom Lines

Campaigns generate leads. Qualified leads generate sales. Help your partners nurture them.

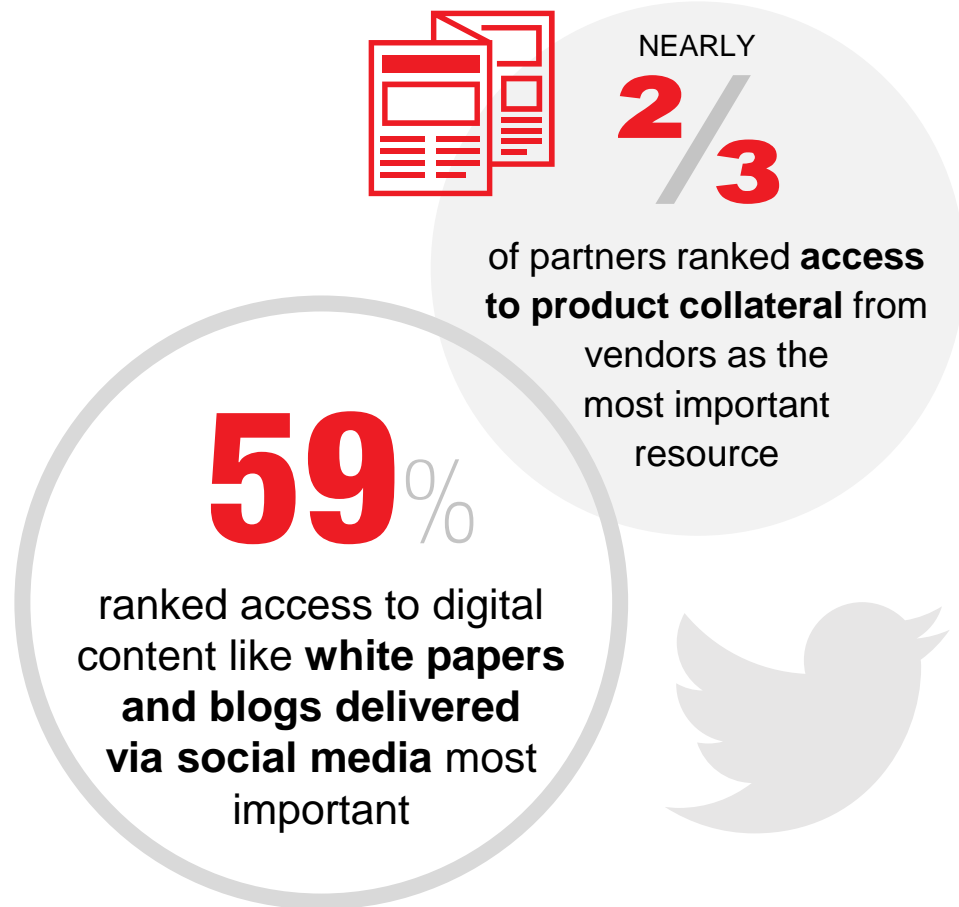
- **Promote Utilization.** Only **24%** of *large* partners use marketing automation. Don't just require MDF ROI reporting, simplify the ROI reporting process with automation for your partners, large and especially small.
- **Identify Gaps in Sales & Marketing Alignment.** Of those that do track leads, all have pretty good conversion rates. But there is still a **15%** gap between small and large partner marketing and sales lead conversions. Automation helps highlight gaps so you and your partners can improve lead generation ROI.
- **Nurture Leads.** Consider forming partnerships with marketing automation companies, then offer your channel partners access. Incorporate their data into your lead funnel.

Partners That **Track** and **Qualify** Leads and **Convert** them to Sales
(by annual revenue size)



Source: IPED State of Partner Marketing Study

05 MDF Automation: Doing Content Right



Support Solutions Selling. Organize content so it's easy to syndicate and include in combination with other products to support solutions selling

Simplify Content Access. Self-serve platforms simplify content management, curation and customization

Help with Digital. Digital skills are lacking in many solution providers. Automation tools enable any partner to effectively deploy digital campaigns and increase their (and your) marketing scale and reach.

Original Content. Ranks high on search engines and lets partners differentiate themselves. Make it customizable.

Syndicated Content. Ideal for sales enablement, where your content is being sent to interested prospects. Ranks low on search engines.

Source: IPED State of Partner Enablement Study

05 MDF Automation: Who's on the Cutting Edge?

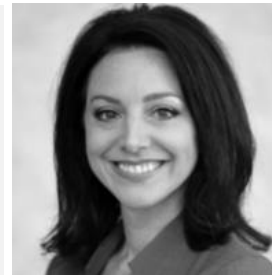
Partners like vendors who make it easy to do business with them. Getting ahead of the marketing automation curve gives you a competitive program advantage, and can save you time and increase program ROI.

Automating MDF

- Administration
- Execution
- Reporting
- Content

“

You no longer have to be big to have to have a world-class MDF program. Companies of all sizes that effectively utilize marketing automation are hitting the mark with their channel partners. Marketing automation, including lead management and nurturing, PRM and TCMA, let you do more with less. Automation gives you greater control over your message and brand quality while increasing partner engagement. It also simplifies proposal, campaign and content management for everyone.



Jade Surette

VP Partner Demand Services
The Channel Company

THE CHANNEL CO.

“

Comcast Business uses a through-market sales and marketing enablement platform to keep our sales agents connected with all updated messaging, collateral and content based on their sales motion. We are excited to utilize Channel Rocket's latest offering, 'Social Builder' to generate major awareness and leads for our partners in our Through-Channel marketing strategy.”



Dalyn Wertz

Executive Director,
Indirect Channel Management
Comcast Business

COMCAST BUSINESS

Before You Go...

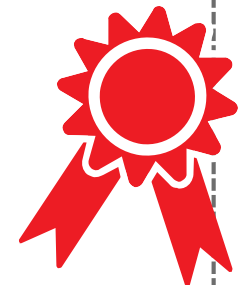
To create a world class MDF program, remember what partners said they value in their relationship with you.

Successfully selling your products through the channel requires **more** than great technology, good margins and quality support.

Partners highly value **how easy it is** to work with you, sell your products and communicate with you.

Top 10 Valued Vendor Attributes

1. Quality & Reliability
2. Feature/Function Richness
3. Technical Innovation
4. Revenue & Profit Potential
5. Compatibility/Integration Ease
6. **Ease of Doing Business**
7. **Marketability**
8. **Communication**
9. Pre-Sales Support
10. Conflict Management



Source: CRN Annual Vendor Report Card

Please contact us if you need help or would like to set up advisory session or live webinar for your team!



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